ORDER

Orders Order / Rev: 164794 Alt Order #: Product Desc: Martin Heinrich 8/23-9/2 order ков 11641 Estimate: Flight Dates: 08/23/12 - 09/07/12 Primary AE: Olivia Lawrence Original Date / Rev: 08/21/12 / 09/04/12 Sales Office: KOB Order Type: **GENERAL** Sales Region: Local Agency Name: Media Strategies & Research **Buying Contact:** Suzanne Lorimer Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1580 Lincoln St Ste 510 Billing Cycle: EOM/EOC Denver, CO 80203-1507 Agency Commission: 15% Advertiser **Heinrich for Senate** Name: Demographic: A35+ New Business Thru: 05/05/09 **Product Codes:** PL1 00:15:00 Order Separation: Priority: 99 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	19	\$4,820.00	\$4,097.00
08/27/12	09/07/12	60	\$14,375.00	\$12,218.75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	19	\$4,820.00	\$4,097.00	0.00
September 2012	60	\$14,375.00	\$12,218.75	0.00
Totals	79	\$19 195 00	\$16,315,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

AGY, POL, CAND

Order Share	Share	Total
КОВ	26%	\$19,195.00
Market	100%	\$73,826.92

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAPX	0%	\$0.00
KASA	9%	\$6,644.42
KASY	0%	\$0.00
KAZQ	0%	\$0.00
KBEI	0%	\$0.00
KBIM	0%	\$0.00
KCHF	0%	\$0.00
KENW	0%	\$0.00
KHFT	0%	\$0.00
KKTO	0%	\$0.00
KLUZ	0%	\$0.00
KNAT	0%	\$0.00
KNME	0%	\$0.00
KOAT	29%	\$21,409.81
KOBF	0%	\$0.00
KOBR	0%	\$0.00
KOCT	0%	\$0.00
KOFT	0%	\$0.00

KOVT	0%	\$0.00
KREZ	0%	\$0.00
KRPV	0%	\$0.00
KRQE	36%	\$26,577.69
KUPT	0%	\$0.00
KWBQ	0%	\$0.00
UNKWN	0%	\$0.00

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Order / Rev: 164794 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 8/23-9/2 order KOB

Flight Dates: 08/23/12 - 09/07/12 Estimate: 11641

N A 08/23/12 08/02/12	Ln Ch Start End	Inventory Code Breal	k Start/End	Time Davs	Len Spo	ots Rate Pri	Rtg Type	Spots	Amount
Sint Date Control Date Weekdays Spots/Week Rate Rating Weekdays Spots/Week Rate Rating Spots/Week Rate Spots/W		-			-				
Week: 08/20112 08/2012 08/2012 1 \$325.00 0.00 N 2 All 08/2012 08/2012 News 4 (8 ps MF CM MF 6p-632p 30 0 \$400.004 0.00 NM 5 \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Rating		•							
N 2 All 08/23/12 09/02/12 MTVFF- 5 \$325.00 0.00									
N 2 All 08/23/12 09/02/12 News 4 (8 6p M-F CM M-F 69-632p 30 0 \$400.004 0.00 NM 5 \$2,000.00 News 4 (8 20 20/12 0.02/07/07/12 0.02/07/07/07/07/07/07/07/07/07/07/07/07/07/		-							
Meek: 08/20112 08/26/12 MTWTF		12 News 4 @ 6p M-F CM			:30	0 \$400.004	0.00 NM	5	\$2,000.00
N 3 All 08/23/12 09/02/12 News 4 @ 630p MF C M -F 630p-7p									
News 4 @ 630p MF Start Date End Date Weekdays Spots/Week Rate Rating O.00	Week: 08/27/12 09/02/1	2 MTWTF	4 \$400.00	0.00					
Spot Ch Date Range Description Start/End Time Weekdays Lenoth Rate Rtg Type	N 3 All 08/23/12 09/02/	•	M-F 630p-7p		:30	0 \$300.006	0.00 NM	5	\$1,500.00
Spot Ch Date Range Description Start/End Time The Condition Charles Char									
Ali 08/20/12-08/26/12 News 4 @ 630p M-F M-F 630p-7p ThF :30 (\$300.00) 0.00 NM		=		0.00	Weekdays	Length Rate	Rta Type		
Time Period not available Week: 08/27/12 09/02/12 TMTF-									
New Color Color									
N 4 All 08/27/12 09/02/12 Monday Prime B CM M 8p-9p M :30 1 \$1,000.003 0.00 NM 1 \$1,000.00			4 \$300.00	0.00					
Monday Prime B Monday Prime Donday Donday Prime Donday Prime Donday Prime Donday Prime Donday Prime Donday Prime Donday Donday Prime Donday Donday Prime Donday Prim					:30	1 \$1,000,003	0.00 NM	1	\$1,000,00
N S All 08/23/12 09/02/12 Friday Prime 2hr 8p-10pCM F8p-10p F- :30 1 \$400.006 0.00 NM 0 \$0.00	741 741 00/21/12 00/02/	•	т ор ор		.00	ι ψι,σσσ.σσσ	0.00 14141	•	Ψ1,000.00
N 5 All 08/23/12 09/02/12 Friday Prime 2hr 8p-10pCM F 8p-10p F- :30 1 \$400.006 0.00 NM 0 \$0.00									
Start Date Start Date Start Date Weekdays Spots/Week Rate Start/End Time St					: :30	1 \$400.006	0.00 NM	0	\$0.00
Neek: 08/20/12 08/26/12 F-									
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type									
1 All 08/20/12-08/26/12 Friday Prime 2hr 8p-10p F 8p-10pF :30 (\$400.00) 0.00 NM Credited Week: 08/27/12 09/02/12F 1 \$400.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 All 08/27/12-09/02/12 Friday Prime 2hr 8p-10p F 8p-10pF :30 (\$400.00) 0.00 NM Credited [No 2 Hour program available] N 6 All 08/27/12 09/02/12 Sunday Prime 2hr 6p-8p Sunday Prim		-		0.00	Weekdays	Length Rate	Rta Type		
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Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type									
2 All 08/27/12-09/02/12 Friday Prime 2hr 8p-10p F 8p-10pF :30 (\$400.00) 0.00 NM Credited [No 2 Hour program available] N 6 All 08/27/12 09/02/12 Sunday Prime 2hr 6p-8pCM Su 6p-8pS :30 1 \$400.006 0.00 NM 0 \$0.00 Sunday Prime 2hr 6p-8p Sunday Prime 2hr 6p-8p Sunday Prime 2hr 6p-8p Sunday Prime 2hr 6p-8p Su 6p-8pS 1 \$400.00 0.00 Sunday Prime 2hr 6p-8p Su 6p-				0.00	Manhalana	Laureth Data	Dia Tura		
Credited [No 2 Hour program available] N 6									
N 6 All 08/27/12 09/02/12 Sunday Prime 2hr 6p-8pCM Su 6p-8p	Credited	, , ,	,F . 9F		·	.00 (\$700.00)	, 0.00 11111		
Start Date End Date Weekdays Spots/Week Rate Rating		•	Su 6p-8p		·-s :30	1 \$400,006	0.00 NM	0	\$0.00
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Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 All 08/27/12-09/02/12 Sunday Prime 2hr 6p-8p Su 6p-8p Su :30 (\$400.00) 0.00 NM Credited [Incorrect Time Period, Dateline airs 6-7PM on this day] N 7 All 08/23/12 09/02/12 News 4 @ 10p M-F CM M-F 10p-1035p :30 0 \$400.006 0.00 NM 7 \$2,800.00 News 4 @ 10p M-F End Date Weekdays Spots/Week Rate Rating Week: 08/20/12 08/26/12 08/26/12 News 4 @ 10p Sat 5 \$400.00 0.00 N 8 All 08/23/12 08/26/12 News 4 @ 10p Sat CM Sa 10p-1030p S- :30 1 \$250.007 0.00 NM 1 \$250.00 News 4 @ 10p Sat Start Date End Date Weekdays Spots/Week Rate Rating									
1 All 08/27/12-09/02/12 Sunday Prime 2hr 6p-8p Su 6p-8p				0.00	Mookdovo	Longth Poto	Dta Tuno		
Credited [Incorrect Time Period, Dateline airs 6-7PM on this day] N 7									
N 7 All 08/23/12 09/02/12 News 4 @ 10p M-F CM M-F 10p-1035p :30 0 \$400.006 0.00 NM 7 \$2,800.00 News 4 @ 10p M-F CM News 4 @ 10p News 4 @ 10p Sat CM Sa 10p-1030pS- :30 1 \$250.007 0.00 NM 1 \$250.00 News 4 @ 10p Sat CM Sa 10p-1030pS- :30 1 \$250.007 0.00 NM 1 \$250.00 News 4 @ 10p Sat News 4	Credited					(,,			
News 4 @ 10p M-F Start Date End Date Weekdays Spots/Week Rate Rating		•							
Week: 08/20/12 08/26/12 TF 2 \$400.00 0.00 Week: 08/27/12 09/02/12 MTWTF 5 \$400.00 0.00 N 8 All 08/23/12 08/26/12 News 4 @ 10p Sat CM Sa 10p-1030p S- :30 1 \$250.007 0.00 NM 1 \$250.00 News 4 @ 10p Sat Start Date End Date Weekdays Spots/Week Rate Rating	N 7 All 08/23/12 09/02/	•	M-F 10p-103	5p	: :30	0 \$400.006	0.00 NM	7	\$2,800.00
Week: 08/27/12 09/02/12 MTWTF 5 \$400.00 0.00 N 8 All 08/23/12 08/26/12 News 4 @ 10p Sat CM Sa 10p-1030pS- :30 1 \$250.007 0.00 NM 1 \$250.00 NM News 4 @ 10p Sat Start Date End Date Weekdays Spots/Week Rate Rating									
N 8 All 08/23/12 08/26/12 News 4 @ 10p Sat CM Sa 10p-1030pS- :30 1 \$250.007 0.00 NM 1 \$250.00 News 4 @ 10p Sat Start Date End Date Weekdays Spots/Week Rate Rating		-							
News 4 @ 10p Sat <u>Start Date </u>					·S- :30	1 \$250.007	0.00 NM	1	\$250.00
	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2			•	.50	+		•	,== 3.0 0
Week: 08/20/12 08/26/12S- 1 \$250.00 0.00									
	Week: 08/20/12 08/26/1	2S-	1 \$250.00	0.00					

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Order / Rev: 164794 Advertiser: Heinrich for Senate

Week: 08/20/12

08/26/12

Alt Order #: Product Desc: Martin Heinrich 8/23-9/2 order KOB

Flight Dates: 08/23/12 - 09/07/12 Estimate: 11641

Ln Ch Start	End	Inventory Code		Start/End		Len Sp			Rtg Type		Amount
N 9 All 08/23/12	08/26/12	News 4 @ 10p St News 4 @ 10p St		Su 10p-1035	5pS	:30	1	\$400.006	0.00 NM	1	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/26/12	S	1	\$400.00	0.00						
N10 All 08/23/12	08/26/12	The Tonight Show		M-Th 1035p	-1135pTF	:30	1	\$245.003	0.00 NM	1	\$245.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/26/12	F	1	\$245.00	0.00						
N11 All 08/27/12	09/02/12	The Tonight Show		M-Th 1035p	-1135pM-W-F	:30	3	\$150.004	0.00 NM	3	\$450.00
	End Date 09/02/12	<u>Weekdays</u> M-W-F	Spots/Week 3	<u>Rate</u> \$150.00	Rating 0.00						
	09/02/12	News 4 Today I 5	30a-6aCM	M-F 530a-6a		:30	0	\$150.006	0.00 NM	3	\$450.00
Stort Data	End Data	News 4 Today I 5		Doto	Dating						
	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
	09/02/12	-T-T	2	\$150.00	0.00						
N13 All 08/23/12	09/02/12	News 4 Today II 6		M-F 6a-7a		:30	0	\$275.006	0.00 NM	6	\$1,650.00
	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/20/12 (Spot Ch Date Range	08/26/12 ge D	TF escription	2 Start	\$275.00 <u>E/End Time</u>	0.00 W	/eekdays	Len	oth Rate	Rtg Type		
		lews 4 Today II 6a-		6a-7a	_	ThF		:30 (\$275.00)			
Credited		•									
	09/02/12	MTWTF	5		0.00			A		_	* • • • • • • • • • • • • • • • • • • •
N14 All 08/23/12	09/02/12	M-F Today Show M-F Today Show	CM	M-F 7a-9a		:30	0	\$275.006	0.00 NM	7	\$1,925.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/26/12	TF	2	\$275.00	0.00						
	09/02/12	MTWTF	CM	\$275.00 Sa 5a-7a	0.00 S-	:30	1	\$75.006	0.00 NM	1	\$75.00
N 15 All 08/27/12	09/02/12	Saturday Today Saturday Today	CIVI	Sa sa-7a	5-	.30	'	\$75.006	U.UU INIVI	ı	\$75.00
	End Date	Weekdays S-	Spots/Week	Rate	Rating						
	09/02/12		II 9a CM	\$75.00 M-F 9a-10a	0.00	:30	0	\$200.003	0.00 NM	3	\$600.00
1410 / 111 00/20/12	00/02/12	M-F Today Show		W1 00 100		.00	Ü	Ψ200.000	0.00 14101		ψοσο.σσ
	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/26/12 09/02/12	F MT	1 2	\$200.00 \$200.00	0.00 0.00						
		M-F Today Show	III 10aCM	M-F 10a-11a		:30	1	\$75.006	0.00 NM	1	\$75.00
0		M-F Today Show		5.	5						
	End Date 08/26/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
Spot Ch Date Rang		<u>escription</u>		/End Time		/eekdays	Len		Rtg Type		
	08/26/12 N	1-F Today Show III	10a M-F	10a-11a	_	Th	-	:30 (\$75.00)	0.00 <i>NM</i>		
Credited Week: 08/27/12	09/02/12	W	1	\$75.00	0.00						
	09/02/12	News 4 @ Midday		M-F 12noon		:30	0	\$125.004	0.00 NM	3	\$375.00
		News 4 @ Midda			•						
	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	08/26/12 09/02/12	T -TF	1 2	\$125.00 \$125.00	0.00 0.00						
	08/26/12	Days Of Our Lives	s 1p CM	M-F 1p-2p	T	:30	1	\$125.006	0.00 NM	1	\$125.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	08/26/12	T	1	\$125.00	0.00						
N 20 All 08/23/12	09/02/12	Rachael Ray 2p	CM	M-F 2p-3p		:30	0	\$75.006	0.00 NM	3	\$225.00
Start Date	End Date	Rachael Ray 2p Weekdays	Spots/Week	Rate	Rating						
	00/00/40										

\$75.00

0.00

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Order / Rev: 164794 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 8/23-9/2 order KOB

Flight Dates: 08/23/12 - 09/07/12 Estimate: 11641

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 20	All	08/23/1	2 09/02/12	Rachael Ray 2p Rachael Ray 2p	СМ	M-F 2p-3p		:30	0	\$75.006	0.00 NM	3	\$225.00
We	Sta eek: 08/	art Date /27/12	End Date 09/02/12	<u>Weekdays</u> M-W	Spots/Week 2	<u>Rate</u> \$75.00	Rating 0.00						
N21	All	08/23/1	2 09/02/12	The Insider 3p The Insider 3p	СМ	M-F 3p-330p		:30	0	\$125.004	0.00 NM	4	\$500.00
	<u>Sta</u> eek: 08/ eek: 08/		End Date 08/26/12 09/02/12	Weekdays T -T-TF	Spots/Week 1 3	<u>Rate</u> \$125.00 \$125.00	Rating 0.00 0.00						
N 22	All	08/27/1	2 09/02/12	Inside Edition 330 Inside Edition 330		M-F 330p-4p	MTWTF	:30	3	\$125.004	0.00 NM	3	\$375.00
We	<u>Sta</u> eek: 08/	art Date /27/12	End Date 09/02/12	<u>Weekdays</u> M-W-F	Spots/Week 3	Rate \$125.00	Rating 0.00						
N23	All	08/23/1	2 09/02/12	Judge Judy-P/ DF Judy Judy-P/ DR		M-F 4p-5p		:30	0	\$75.006	0.00 NM	6	\$450.00
	<u>Sta</u> eek: 08/ eek: 08/		End Date 08/26/12 09/02/12	<u>Weekdays</u> F MTWTF	Spots/Week 1 5	<u>Rate</u> \$75.00 \$75.00	Rating 0.00 0.00						
N 24	All	08/27/1	2 08/31/12	M-F Today Show M-F Today Show		M-F 10a-11a		:30	0	\$75.006	0.00 NM	1	\$0.00
We	Sta eek: 08/	art Date /27/12	End Date 09/02/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$0.00	Rating 0.00						
N 25	All	08/27/1	2 08/31/12	News 4 Today II 6		M-F 6a-7a	MTWTF	:30	1	\$275.006	0.00 NM	1	\$275.00
We	<u>Sta</u> eek: 08/	art Date /27/12	End Date 09/02/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00						
N26	All		2 08/24/12	Friday Prime C Friday Prime C	СМ	F 9p-10p	F	:30	1	\$400.006	0.00 NM	0	\$0.00
We <u>Spot</u> 1	eek: 08/ Ch <i>Al</i>	Date Ra		WeekdaysF escription riday Prime C	Spots/Week 1 Start F 9p	Rate \$400.00 <u>Fend Time</u> -10p		<u>eekdays</u> F	<u>Len</u> -	<u>gth Rate</u> :30 (\$400.00)	Rtg Type 0.00 NM		
N 27	All	08/24/1	2 08/24/12	Friday Prime A Friday Prime A	СМ	F 7p-8p	F	:30	1	\$400.006	0.00 NM	1	\$400.00
We	<u>Sta</u> eek: 08/	art Date /20/12	End Date 08/26/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
N28	All	08/27/1	2 09/02/12	Friday Prime C Friday Prime C	CM	F 9p-10p	F	:30	1	\$400.006	0.00 NM	0	\$0.00
We <u>Spot</u> 1	eek: 08/ <u>Ch</u>	Date Ra		WeekdaysF escription riday Prime C	Spots/Week 1 Start F 9p	Rate \$400.00 <u>:/End Time</u> -10p		eekdays	<u>Len</u>	gth <u>Rate</u> :30 (\$400.00)	Rtg Type		
	Cre	edited	d not availab	-						(φ.σσ.σσ)			
N 29	All			Sunday Prime A Sunday Prime A	СМ	Su 6p-7p	S	:30	1	\$400.006	0.00 NM	1	\$400.00
\\/c	<u>Sta</u> eek: 08/	art Date	End Date 09/02/12	Weekdays	Spots/Week	Rate \$400.00	Rating 0.00						
N30	All			Rachael Ray 2p Rachael Ray 2p	CM	M-F 2p-3p	T	:30	1	\$175.003	0.00 NM	1	\$175.00
۱۸/۰	<u>Sta</u> eek: 09/	art Date	End Date 09/09/12	Weekdays	Spots/Week	<u>Rate</u>	Rating 0.00						
N31	All			Judge Judy-P/ DF Judy Judy-P/ DR	R 4p/ 483M	\$175.00 M-F 4p-5p	TF	:30	2	\$125.004	0.00 NM	2	\$250.00
We	<u>Sta</u> eek: 09/	art Date /03/12	End Date 09/09/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$125.00	Rating 0.00						
N 32	All	09/07/1	2 09/07/12	Days Of Our Live Days Of Our Live	•	M-F 1p-2p	F	:30	1	\$275.003	0.00 NM	1	\$275.00

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Totals

\$19,195.00

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Order / Rev: 164794 Advertiser: Heinrich for Senate Alt Order #: Product Desc: Martin Heinrich 8/23-9/2 order **KOB** Flight Dates: 08/23/12 - 09/07/12 Estimate: 11641 Inventory Code Break Start/End Time Days Ln Ch Start End Len Spots Rate Pri Rtg Type Spots Amount N 32 All 09/07/12 09/07/12 Days Of Our Lives 1p M-F 1p-2p \$275.003 \$275.00 CM :30 0.00 NM Days Of Our Lives 1p Start Date <u>Weekdays</u> End Date Spots/Week Rate Rating ----F--Week: 09/03/12 09/09/12 \$275.00 0.00

*Tax 1 Note: ABQ 7%.